

Media Release:
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Robern Menz tastes the sweetest success winning three awards at Friday night's 2013 South Australian Food Industry Awards!

South Australian confectionery & dried fruit manufacturer Robern Menz's passion for pushing the SA Food Industry forward has reaped BIG recognition for the company, taking out three categories at Friday night's 2013 SA Food Industry Awards:

1. Hall of Fame,
2. Leadership Award and the
3. Consumer Choice Award

The South Australian Food Industry Awards, now in their 16th year, are a celebration of the state's food industry and provide a benchmark to which all South Australian food businesses can aspire! This year's awards were presented at a gala dinner at the Adelaide Convention Centre on Friday November 29.

Joining the ranks of fellow iconic SA brands; Coopers Brewery, San Remo, Bickford's Australia, Drakes Supermarkets, Angelakis Bros, Beerenberg, Thomas Foods and Haigh's, **Robern Menz is the 9th company to be inducted into the prestigious SA Food Industry Hall of Fame.** The award, presented by The Minister for Food, Gail Gago and Maurice Crotti (CEO of San Remo sponsors of the award), recognises an individual or business that has demonstrated ongoing high level success in their designated profession and has made a significant and sustainable contribution to South Australia's food industry and is judged by a panel of industry experts.

"Robern Menz have an excellent understanding of the food industry and South Australia, and listening and engaging with their community has produced a great result for them, so congratulations." Catherine Barnett CEO Food South Australia

Philip Sims, Chief Executive Officer of the 4th generation family owned business was also awarded with the "Leadership Award" at the 2013 South Australian Food Industry Awards in recognition of his work within the industry, specifically with the Shop & Swap to SA Campaign and market leading move to using Segregated and Certified Sustainable Palm Oil (CSPO).

Phil Sims, CEO of Robern Menz, said *"After the near collapse of Spring Gully we identified a need to raise awareness amongst South Australians of local brands. Consumers really wanted to support SA brands but the information out there as to who they are was lacking. This is why we created the Shop & Swap initiative. A call-to-action for SHOPpers to SWAP just one item in their trolleys for a locally made one. As a result all major grocery retailers have embraced the campaign with varying devices and SA brands are currently receiving unprecedented promotional support and awareness. Food South Australia went on to adopt the campaign for the continuing benefit of the local Food Industry into the future."*

The Shop&Swap movement has further been adopted by Buy South Australian Campaign and most recently used at the Adelaide Fashion Festival.

"It's fantastic to see our initiative being used across different industries in SA and that it translates so well." Says Phil.

Phil's market leading position, changing Robern Menz's Palm Oil supply line to Segregated and Sustainable Palm Oil has also been praised.

Phil says of the move *"We believe we have a responsibility for creating a sustainable environment for our future generations. A strong sense of social responsibility is something at the core of our business and something we will continue to champion."*

The final award of the night, The Buy South Australian "Consumer Award" is a new type of category set up with the aim of enabling

consumers of South Australian foods to vote for their favourite South Australia food company, and to drive consumer recognition and engagement with South Australian brands. Arguably the most anticipated award of the evening with an elite group of 20 iconic South Australian food brands making up the group of finalists in line to receive the award, brands including Spring Gully Foods, Kyton's Bakery, Tucker's Natural & Lucia's Fine Foods all vying for the title of SA's official fave foodie!

On taking out the honour, Phil Sims, CEO of Robern Menz, said *"Robern Menz is proud to be a part of the South Australian food manufacturing industry, and we are extremely proud to be recognized with this award. This award means so much to us as it is voted for by the public, our consumers. Listening and engaging with our community has always been one of our core values and customer feedback is fed into pretty much every decision we make. To have the appreciation reciprocated is humbling to say the least."*

"These wins are a terrific acknowledgement of the efforts of our incredible team, who worked tirelessly to promote our brand and the SA food industry," says Philip Sims.

Established in 1908 - Robern Menz a family business is one of the State's most experienced and innovative food manufacturing businesses.

Employing 71 FTEs, Robern Menz is passionately South Australian, and custodian of our States' truly iconic food brands:

- Menz Crown Mints and FruChocs (Heritage listed by the National Trust of South Australia in 2005);
- Robern Fruit Snacks
- Medlow Fine Gels

A food manufacturer, innovator and increasingly a builder of brand champions, we focus on markets offering strong growth, profit and sustainability - particularly niche, differentiated market opportunities from other industry players such as Cadbury, Nestle and Mars e.g. contract packing.

- Ends -

Issued for Robern Menz

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